

Before You Go Live

Website Launch Checklist

We use this checklist on every single website we launch. Run through it before pushing your site live — it's the difference between a smooth launch and an embarrassing one.

Content & Copy

- **All placeholder text removed**
No "Lorem ipsum" or "Coming soon" text left anywhere
- **All pages proofread**
Spelling, grammar, phone numbers, email addresses — all checked
- **Contact details correct on every page**
Phone, email, address — consistent throughout
- **All links tested and working**
Internal links, external links, email links, phone links
- **Images have descriptive alt text**
Required for accessibility and helps Google understand your images
- **All forms tested**
Submit test entries and confirm they arrive correctly

SEO Basics

- **Every page has a unique title tag**
Under 60 characters, includes your target keyword
- **Every page has a meta description**
Under 155 characters — this is what shows in Google search results
- **Google Analytics installed and tracking**
Confirm data is appearing in your GA dashboard
- **Google Search Console connected**
Submit your sitemap via Search Console
- **Sitemap.xml exists and is submitted**
Helps Google find and index all your pages
- **Robots.txt is correct**
Make sure you're not accidentally blocking Google
- **301 redirects set up for old URLs**
If you had an old site, redirect old pages to new ones

Technical

- **SSL certificate active (https://)**
Your site should load on https — check there's no browser warning
- **Mobile responsive — tested on real devices**
Check on an iPhone and Android, not just a browser resize
- **Page speed tested**
Run through Google PageSpeed Insights — aim for 85+ on mobile
- **Favicon uploaded**
The small icon in the browser tab
- **404 error page customised**
A branded page for broken links is better than a default error
- **Browser tested**
Chrome, Firefox, Safari, Edge — check on at least three
- **Print stylesheet working**
If users might print pages, check they look sensible

Legal & Compliance

- **Privacy Policy page live and linked**
Required by law if you collect any personal data
- **Cookie notice implemented**
Required for UK/EU websites that use cookies
- **Terms & Conditions in place (if applicable)**
Especially important for ecommerce
- **GDPR-compliant contact forms**
Consent checkbox and privacy policy link on any form
- **Copyright date correct in footer**
Update the year

Before Launch Day

- **Client/stakeholder sign-off received**
Get written approval before going live
- **DNS propagation time accounted for**
Changing domains can take up to 48 hours to propagate
- **Hosting and domain renewed/confirmed**
Check your renewal dates aren't imminent
- **Backup taken of old site**
Before switching DNS, back up the previous version
- **Launch announcement prepared**
Social post, email to clients, Google Business Profile update